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# ian Internet Advertising Network

## Advertising Report for ISS Test Ad

This report is a summary of advertising activity for ISS Test Ad:

**Internet Scanner lets you find your network security holes before the hackers do.**

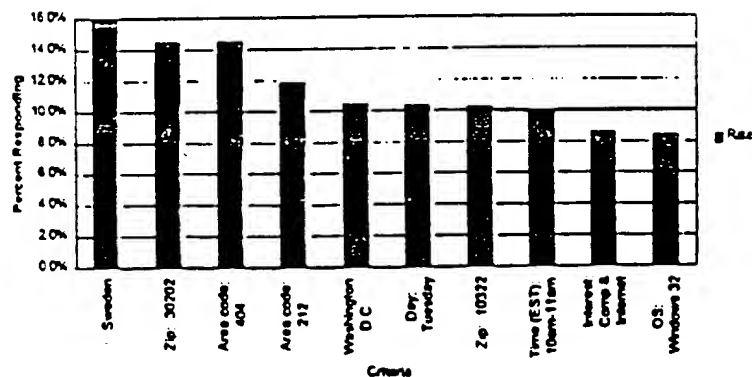
URL link for ad: <http://www.iss.net>

Reporting period: October 1, 1995 - November 12, 1995

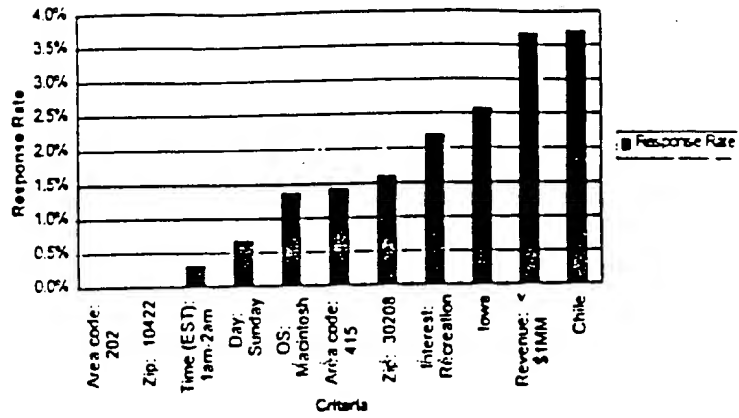
## Response Rates by Criteria

The following series of graphs show response rates versus various criteria.

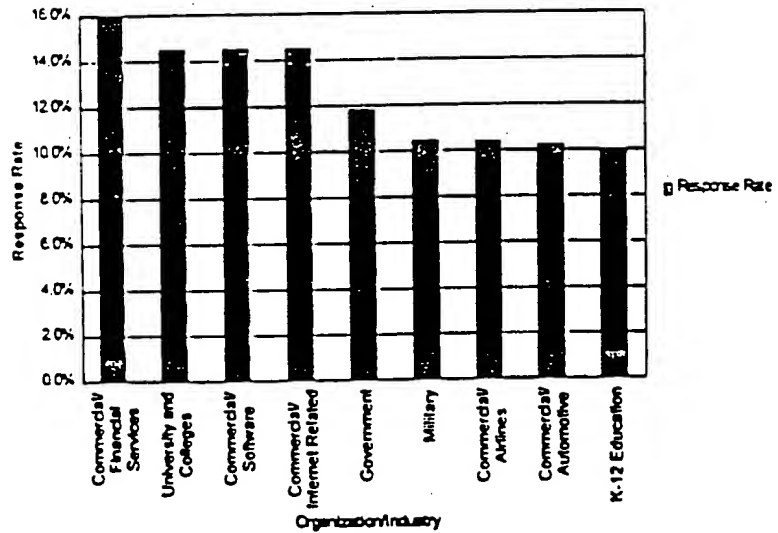
Criteria with Highest Response Rate



Criteria with Worse Response Rates

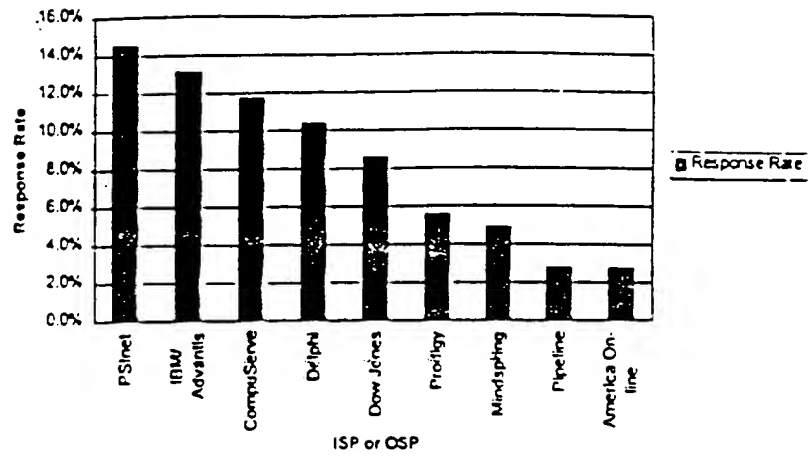


Top Response Rates by Organization/Industry



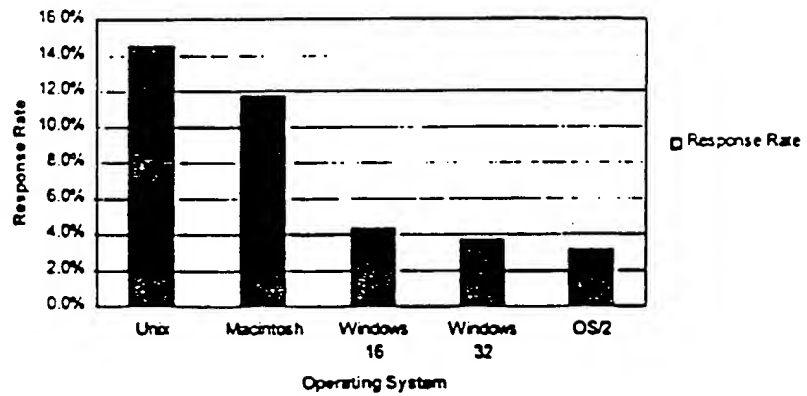
DCLK 031307

Top Response Rates by ISP or OSP

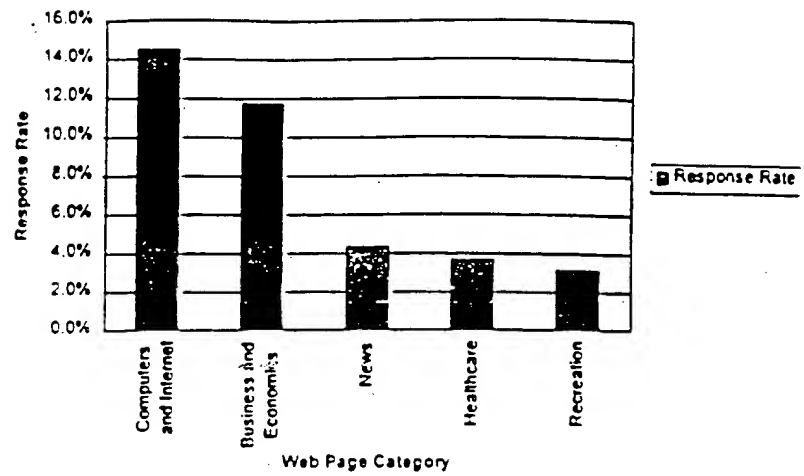


ISP = Internet Service Provider (e.g., Netcom, PSI)  
 OSP = On-line Service Provider (e.g., AOL, Prodigy)

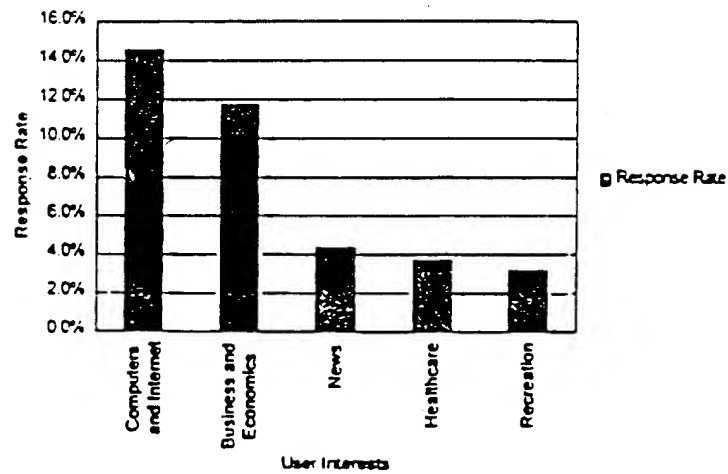
Response Rates by Operating System

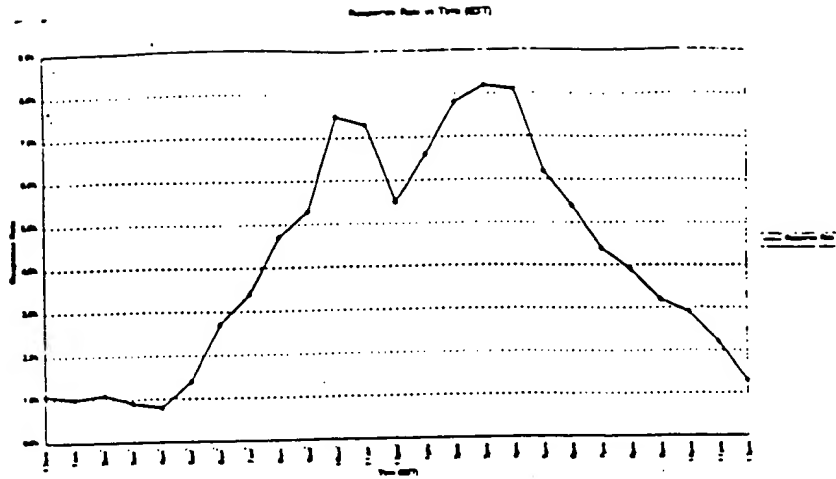


Response Rates by Web Page Category



Response Rates by User Interests



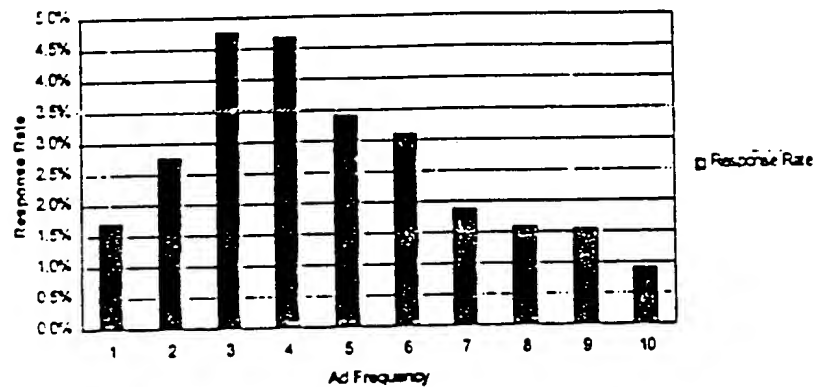


All times are in Eastern Standard Time (EST).

## Advertising Frequency Response Rates and Costs

- One of the greatest inefficiencies (wastes) in advertising results from either under-exposing the target audience before eliciting a response or by over-exposing a target audience who has no interest in your ad. The graphs below should help you determine the optimal frequency for your ad. With IAN, you can control the frequency of your ad's display to users.

Response Rate vs Ad Frequency



The following graph shows the price you spent to generate a response versus the number of times an ad was displayed to a user. You should determine the maximum price you are willing to spend to generate a response. Then, find the greatest ad frequency below your maximum price and use this number to determine the ad frequency in your next ad campaign.

Cost per Response vs Frequency

